



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/916,942	07/26/2001	Daniel C. Castle	10003069-1	8801

7590 11/16/2005

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, CO 80527-2400

EXAMINER

LASTRA, DANIEL

ART UNIT PAPER NUMBER

3622

DATE MAILED: 11/16/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/916,942

Applicant(s)

CASTLE, DANIEL C.

Examiner

DANIEL LASTRA

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 July 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-16 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-16 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 07/26/2001.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

1. Claims 1-16 have been examined. Application 09/916,942 (Method and apparatus for increasing on-line publication distribution) has a filing date 07/26/2001

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Howard (US 2005/0091109) in view of Applicant's background of the invention.

As per claims 1-8, Howard teaches:

In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

said method comprising the steps of:

reading from a server for said publication, a user profile for the subscriber (see paragraph 8);

determining the subscriber's publication usage levels from data in said user profile (see paragraph 46);

sending the subscriber a targeted paid advertisement (see paragraphs 50-51);

sending the subscriber a targeted content advertisement for the publication (see paragraph 59), said targeted content advertisement being selected based upon at least one of:

data in said user profile (see paragraph 59); and

advertising space available in said publication for content advertising usage (see paragraph 52); and

including in said content advertisement a sample of the specified content and instructions as to how to receive said content (see paragraph 59);

detecting the subscriber's request for continued delivery of said specified content via said data network (see paragraph 39) ;

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content (see paragraph 40).

Howard does not expressly teach sending additional electronic publications to a subscriber if said subscriber's usage level is low (i.e. receiving a low level of publications) and sending a product advertisement if said subscriber's usage level is high (i.e. receiving a high level of publications). However, Applicant's background of the invention discloses that in on-line publishing, generating advertising revenue remains a top priority and because the advertising revenue that a publisher can generate is usually proportional to the number of subscribers that it can demonstrate to prospective advertisers, increasing the number of subscribers to publications remains a top priority (see Applicant's background of the Invention page 2). Howard teaches an invention that may be used to increase sales of other publications sold by publishers by offering

Art Unit: 3622

consumers additional electronic publications based upon one or more profile data items in the consumers' profile (see paragraph 59). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Howard would determine a consumer's electronic publication usage level from the consumer's profile (see Howard paragraph 40) and based upon said usage level would target new subscriptions' advertisements or products' advertisements to said consumer (see Howard paragraphs 58-59). Electronic publishers would be motivated to send new subscriptions' offers to consumers with a low electronic publication usage level in order to target renewal or new publications' subscriptions advertisements to consumers that would have, due to said consumers' low usage level, the time and inclination to subscribe to new publications, therefore, increasing the profit of said publishers by increasing the number of subscribers to said publishers' publications. And electronic publishers would be motivated to send products' advertisements, instead of new subscriptions' publications advertisements, to consumers with a high electronic publication usage level in order to allow said publishers to generate profits from consumers that, due to their high usage level, would not subscribe to said publishers' publications but would view said publishers' products advertisements, therefore, allowing said publishers to bill advertisers for said viewing (see Howard paragraph 36).

As per claims 9, 15 and 16, Howard teaches:

In an on-line publication ("publication") distributed to a plurality of publication subscribers via a data network, a method of sending to a publication subscriber, at least one of either: paid advertising messages or content advertising messages;

Art Unit: 3622

said method comprising the steps of:

reading from a server for said publication, a user profile for the subscriber (see paragraph 8);

determining the subscriber's publication preferences from data in said user profile (see paragraph 42);

sending the subscriber a targeted paid advertisement consistent with the subscriber's determined preferences (see paragraphs 50-51);

sending the subscriber a targeted content advertisement consistent with the subscriber's determined preferences (see paragraph 59). Howard does not expressly teach sending additional electronic publications to a subscriber if said subscriber's usage level is low (i.e. receiving a low level of publications) and sending a product advertisement if said subscriber's usage level is high (i.e. receiving a high level of publications). However, the same argument made in claim 8 regarding said missing limitation is also made in claim 9.

As per claim 10, Howard teaches:

The method of claim 9 wherein said step of sending a targeted content advertisement is further comprised of the step of

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

data in said user profile (see paragraph 59); and

advertising space available in said publication for content advertising usage (see paragraph 52).

Art Unit: 3622

As per claim 11, Howard teaches:

The method of claim 9 wherein said step of sending a targeted content advertisement is further comprised of the step of:

selecting a content advertisement for transmission to the user, the selection of which is based upon at least one of:

data in said user profile (see paragraph 59); and

advertising space available in said publication for content advertising usage (see paragraph 52); and

including in said content advertisement a sample of the specified content and instructions as to how to receive said content (see paragraph 59).

As per claim 12, Howard teaches:

The method of claim 9 wherein said step of sending a targeted content advertisement is comprised of the step of:

selecting a content advertisement for transmission to the user based upon at least one of:

data in said user profile (see paragraph 59); and

advertising space available for content advertising usage (see paragraph 59);

and

including in said content advertisement a sample of the specified content and instructions as to how to receive said content (see paragraph 59);

assembling said content advertisement and said sample of the specified content into a data package and transmitting the data package to the subscriber (see paragraph 44).

As per claim 13, Howard teaches:

The method of claim 9 further comprised of the steps of:

detecting the subscriber's request for continued delivery of said specified content (see paragraph 39);

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content (see paragraph 40).

As per claim 14, Howard teaches:

The method of claim 9 further comprised of the steps of:

detecting the subscriber's request for continued delivery of said specified content (see paragraph 39);

modifying data in the user profile to reflect the subscriber's request for continued delivery of said specified content (see paragraph 39);

monitoring the subscriber's usage levels (see paragraphs 36, 46).

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

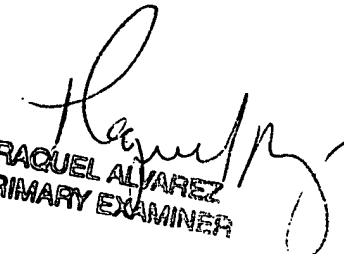
Art Unit: 3622

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra
November 8, 2005


RAQUEL ALVAREZ
PRIMARY EXAMINER